

## ABSTRACT

660           A system and method of contents distribution which realize  
an efficient use of the memory resources within a contents  
distribution apparatus and the communication resources on the part  
of a terminal device are provided. A content storage section  
stores contents, such as video data, and information concerning  
665 predetermined special effects to be applied thereto in pairs. A  
content management data setting section sets information such  
as reproduction conditions and billing conditions, and a special  
effects flag with respect to each content. A distribution content  
storage section stores the contents and information associated  
670 therewith. A distribution content selection section selects  
information to be appended to a content for transmission in  
accordance with processing ability information which is supplied  
from a terminal device. The content and the selected information  
are transmitted to the terminal device via  
675 transmission/reception sections and a network, so as to be stored  
in a distribution content storage section. A reproduction control  
section reproduces the content according to the presence or  
absence of the special effects flag in the stored information.